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PAINWEEK

May 29, 2014

Disclaimer

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About PAINWeek

September 3-6, 2014
Las Vegas

TOTAL ATTENDEES: 2,000

TOTAL ORG. MEMBERS: N/A

97% U.S.

3% INTL

Attendee Type	Practice Setting	Specialty
56% Physician	N/A	59% Internal/Family Med
15% Pharmacist		14% PM&R
12% Nurse Practitioner		14% Anesthesiology
7% Other Nursing		7% Other
4% Physician Assistant		5% Psychiatry
4% Physical Therapy		2% Neurology
4% Research		

Relevant Advocacy Group Presence



Noteworthy Points

- PAINWeek is now the largest U.S. pain conference and is managed by Aventine Co., a medical communications company primarily focused on pain management education
- 70% of attendees prescribe opioids, NSAIDs, antidepressants and other analgesics
- 50% of attendees do not attend any other pain conference; 30% do not attend any other medical conference
- *PAINWeek Journal*, which published its first edition in Q3 2013, has a circulation of 10,000
- PAINWeek has nearly 30 media partners, including *Pain Medicine News*, *Family Practice News*, *Internal Medicine News*
- 23 medical societies presented full-day tracks in previous years

Previous Industry Exhibitors, Sponsors of Relevance



Previous Corporate Symposia, Product Theaters of Relevance



Information provided about PAINWeek is based on 2013 conference data

PAINWeek Marketing Activities

- Corporate Sponsorship
- *Pain Matters* Screening and Panel Discussion
- Abuse Deterrence Technology Educational Product Theater
- FENTORA / AMRIX Booth
- FENTORA Product Theater



Pain Matters Screening

A one-hour, non-CME PDM program

Friday, September 5
8:10 a.m. – 9:10 a.m.
Approximately 200 Attendees

Purpose: Leverage the film to explore perspectives of multiple stakeholders around unmet needs in chronic pain care and generate dialogue around the future of pain management

Objectives:

- Shed light on the real impact of chronic pain through personal stories and insight into the individual and societal burden
- Review how the patient/physician dialogue can be optimized
- Discuss the future of pain management and the potential role of abuse deterrence technology

Proposed Participants:

- **Penney Cowan**, executive director, American Chronic Pain Association (featured in documentary and survey partner)
- **Bob Twillman, PhD**, director of policy and advocacy, American Academy of Pain Management (featured in documentary and survey partner)
- **Derek McGinnis**, Iraq War veteran who lives with chronic pain as a result of injuries sustained abroad (featured in documentary)
- **Melanie Rosenblatt, MD**, medical director of pain management, North Broward Medical Center (featured in documentary)
- **Paul J. Christo, MD, MBA**, assistant professor of anesthesiology and critical care, Johns Hopkins University School of Medicine (Moderator)

ADT Product Theater

A one-hour, non-CME PDM program

Saturday, September 6
12:00 p.m. – 1:30 p.m.
Approximately 300 Attendees

Objective: To align with ADT pillar platform

Discussion Topics:

- Review the terminology, prevalence, and impact of misuse, abuse, and diversion of opioid-based therapeutics
- Discuss the role of HCPs in mitigating the abuse risks associated with prescribing opioid-based medicines
- Provide an industry overview on the development of AD technologies, including Teva's proprietary AD technology

Proposed Speakers:

- **Jeffrey Gudin, MD**, director of pain management and palliative care, Englewood Hospital
- **Charles Argoff, MD**, assistant professor of neurology, New York University School of Medicine
- **Melanie Rosenblatt, MD**, medical director of pain management, North Broward Medical Center

Fentora Product Theater

A one-hour, non-CME PDM program

Friday, September 5

2:50 p.m. – 3:50 p.m.

Approximately 200 Attendees

Purpose: Deliver scientific information on the appropriate use of FENTORA to managed BTP in patients with cancer

Objectives:

- Treatment of cancer has become increasingly more complex and has had a significant impact on the management of cancer pain
- The treatment of breakthrough cancer pain (BtCP) requires this multidisciplinary approach and requires a thorough evaluation to identify patient types who may be amenable to BtCP treatment with Fentora, a transmucosal immediate-release fentanyl (TIRF) product.

Proposed Speakers:

- **Marcin Chwistek, MD**
Fox Chase Cancer Center
Adjunct Assistant Professor
Temple University School of Medicine
Philadelphia, PA

Booth



**Teva ADT Booth
TBD**

Potential Media and Advocacy Outreach

- PAINWeek presents an opportunity to coordinate one-on-one briefings with media and medical directors from advocacy organizations.
- Explore the possibility of utilizing the AD pillars / platform in development to brief media and advocacy partners and open a dialogue.
- Work with Advocacy to ensure alignment and overall coordination.

Materials Development

- Slide presentation to guide briefings
- Media pitch email
- Spokesperson bios

Success Metrics

- Conduct 3-5 briefings with advocacy medical directors
- Secure 3-5 interviews
 - 80% message pull through

Recruitment, Attendance & Corporate Visibility Drivers

Tactic	Corporate	Fentora Product Theater	Pain Matters Screening	AD Technology Product Theater
Conference Tote Bag Insert	✓ (include booth Information)	✓	✓	✓
Hotel Room Drop (evening prior to each activity)		✓	✓	✓
Mobile App Listing	✓		✓	
Exhibit Hall Passport Premiere Listing	✓			
Exhibit Hall Digital Signage	✓			
PAINWeek Program Guide	✓			
Sponsored PAINWeek Tweets	✓		✓	✓
Conference Daily News – Advertising (pending further discussion)			✓	✓
PAINWeek Custom Emails (pending further discussion)			✓	✓

Next Steps

- June 11 cross-functional team pre-conference meeting for alignment and planning.

Marketing

Medical
Information

Medical
Education

Publications

MSLs

Advocacy

Logistics

Communications